

Welcome to the Institute of Museum and Library Services' informational webinar, "Funding Programs for Fiscal Year 2015." Our goal in this presentation is to provide basic information about our grant programs in the Office of Museum Services so that you can make informed decisions about choosing the right program for your institution's needs and understand the basics of developing and submitting an application for funding.

In addition to this presentation, we offer additional live webinars for individual funding programs. These provide program-specific details, and we encourage you to participate in them if your schedule permits, or access the recorded versions at your convenience.

## **Presentation Overview**

- 1. IMLS Vision, Mission, and Strategic Plan
- 2. Funding Programs and Opportunities
  - a. Technical Assistance Programs
  - b. Museum Grant Programs
- 3. Determining Eligibility
- 4. Finding Information Online
- 5. Registering
- 6. Learning More

In this presentation, we'll be addressing the following topics:

We'll start with the IMLS vision, mission, and strategic plan. These are important to you as a potential applicant for funding because they inform our grant-making. Becoming familiar with them will help you understand why our grant programs are structured the way they are and why we ask you as an applicant to address certain issues in your application.

Then we'll present basic information about our funding programs and opportunities. This is to help you decide which of our programs is best suited for your project. We'll talk about the Technical Assistance Programs that are administered for IMLS by our cooperating partners—CAP, or Conservation Assessment Program, administered by Heritage Preservation, and MAP, or Museum Assessment Program, administered by the American Alliance of Museums.

We'll also talk about the five museum grant programs offered by the Office of Museum Services: Museums for America, National Leadership Grants for Museums, Native American/Native Hawaiian Museum Services Grants, Museum Grants for African American History and Culture, and Sparks Ignition Grants.

Next, we'll talk about determining your eligibility to apply for specific grants. There

are different requirements for each program, and it is very important to consult the notice of funding opportunity for details, but the information we provide today should help you make good decisions about which to pursue.

We'll also show you where to find information online, focusing on the IMLS website.

Next we'll talk about the three places you must be registered in order to apply for a grant and stress how important it is to do this work well in advance of the grant deadline.

And finally, we'll share our contact information and the dates and times for the program-specific webinars scheduled in October, all of which will help you learn more.

## **IMLS Vision and Mission**

**VISION:** A democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage, and lifelong learning.

MISSION: The mission of IMLS is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development, and grantmaking.

IMLS's vision and mission statements were adopted as part of the agency's strategic plan for FY2012-2016. Both emphasize that IMLS is here to support museums and libraries in their work of serving their communities.

Our **vision** is for a democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage and lifelong learning.

Our **mission** as an agency of the federal government is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development, and grant-making.

When you consider the details of each of our technical assistance and grant programs, we think you'll see these two simple but powerful messages well represented.

# **IMLS Strategic Plan**

Three programmatic strategic goals drive IMLS grant-making.



**Learning Experiences:** IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.



**Community Anchors:** IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.



**Collections Stewardship:** IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.



 $http://www.imls.gov/assets/1/AssetManager/StrategicPlan2012-16\_Brochure.pdf$ 

Much like your own institution's strategic plan, ours identifies goals that help us achieve our vision and accomplish our mission. There are three programmatic goals that drive our grant-making. We require applicants for Museums for America and National Leadership Grants for Museums to align their projects with one of these goals.

Goal 1, abbreviated as "Learning Experiences," makes it clear that IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.

Goal 2, "Community Anchors," specifies that IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.

And Goal 3, "Collections Stewardship," confirms that IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.

To learn more about these goals and their context within the strategic plan, please visit our

website and type "strategic plan" into the SEARCH box or go directly to the page identified on this slide.

IMLS Technical Assistance Programs					
	Conservation Assessment Program Museum Assessment (CAP) Program (MAP)				
Description	Program provides a general conservation assessment of a museum's collections, environmental conditions, and facilities.	Program helps museums strengthen operations, plan for the future, and meet national standards through self-study and a site visit from a peer reviewer.			
Administered by	Heritage Preservation	American Alliance of Museums			
Deadline(s)	December 1, 2014	December 1, 2014 and July 1, 2015			
For more information	www.heritagepreservation.org/CAP	www.aam-us.org/resources/assessment- programs/MAP			

Let's turn now to the funding programs and opportunities offered by IMLS's Office of Museum Services, beginning with the technical assistance programs.

The Conservation Assessment Program, or CAP, provides a general conservation assessment of a museum's collections, environmental conditions, and facilities. The work is done by experienced assessors with deep knowledge of conservation and collections care, and the program is administered by Heritage Preservation, here in Washington DC. Applications will be available October 1, 2014, and the deadline for submission is December 1, 2014, and for more information, visit their website, www.heritagepreservation.org/CAP.

The Museum Assessment Program, or MAP, helps museums strengthen operations, plan for the future, and meet national standards through self-study and a site visit from a peer reviewer. The program is administered by the American Alliance of Museums, and there are two deadlines each year—at the beginning of July and at the beginning of December. At this time, the most immediate deadline is December 1, 2014 with another opportunity coming in July 2015. For more information, we recommend that you visit AAM's website, www.aam-us.org/resources/assessment-programs/MAP.

IMLS Museum Grant Programs					
	Museums f	or America	National Leadership Grants for Museums		
Program Goals	Support projects that of a museum to serve		Support projects that address critical needs of the museum field and that have the potential to advance practice in the profession so that museums can improve services for the American public		
Project Categories	<ul><li>Learning Experien</li><li>Community Ancho</li><li>Collections Stewar</li></ul>	ors	<ul><li>Learning Experiences</li><li>Community Anchors</li><li>Collections Stewardship</li></ul>		
Deadline	December 1, 2014		December 1, 2014		
Amount	\$5,000-\$25,000 \$25,001-\$150,000		\$50,000-\$500,000		
Cost Share	None permitted 1:1 required		Research: None required All others: 1:1 required		
Eligible Applicants	Museums		Museums, Professional Associations, Institutions of Higher Education		

Next, let's take a look at the five IMLS museum grant programs, starting with Museums for America and National Leadership Grants for Museums.

Museums for America supports activities that strengthen museums as active resources for lifelong learning, vital components of livable communities, and good stewards of the nation's collections. In an MFA application, you must align your project with one of the three IMLS programmatic strategic plan goals by choosing Learning Experiences, Community Anchors, or Collections Stewardship.

The deadline for FY2015 applications is December 1, 2014. Grant requests may range from \$5,000 to \$150,000 for projects scheduled to last from 1 to 3 years. **Applicants have a choice of two funding levels.** For projects of \$5,000-25,000, no cost share is permitted. For projects requesting \$25,001-150,000, a 1:1 cost share is required, meaning that for every dollar requested from IMLS, the applicant must provide at least one dollar in staff or volunteer time, cash, or third-party in kind. We highly recommend participating in the MFA Webinar, scheduled for October 16 and talking with an IMLS staff member to learn more about funding levels and cost share requirements for MFA.

To be eligible for an MFA grant, your organization must be a museum. We'll go into further detail about what that means in a few minutes.

National Leadership Grants for Museums support projects that address critical needs of the museum field and that have the potential to advance practice in the profession so that museums can improve services for the American public. As is the case with MFA, you must align your project with one of the three IMLS programmatic strategic plan goals by choosing Learning Experiences, Community Anchors, or Collections Stewardship.

The deadline for FY2015 applications is December 1, 2014. Grant requests may range from \$50,000 to \$500,000 for projects scheduled to last from 1 to 3 years. Research projects do not require a cost share. For all others, a 1:1 cost share is required.

To be eligible for a National Leadership Grant for Museums, your organization must be a museum, a professional association that engages in activities designed to advance the well-being of museums and the museum profession, or an institution of higher education.

IMLS Museum Grant Programs					
	Native American/Native Hawaiian Museum Services Grants		ants for African tory and Culture	Sparks! Ignition Grants for Museums	
Program Goals	Support projects that sustain heritage, culture, and knowledge through exhibitions, educational services and programming, professional development, and collections stewardship	Support projects that improve the operations, care of collections, and development of professional management at African American museums		Support projects that prototype and evaluate specific innovations in museum operations and services	
Deadline	December 1, 2014	December 1, 2014		December 1, 2014	
Amount	\$5,000-\$50,000	\$5,000-\$25,000 \$25,001-\$150,000		\$10,000-\$25,000	
Cost Share	None required	None permitted 1:1 required		None required	
Eligible Applicants	Federally recognized tribes, Alaska Native villages and corporations, and non-profit Native Hawaiian-serving	African American Historically Black Universities		Museums, Professional Associations, Institutions of Higher Education	

We'll turn our attention now to three slightly different museum grant programs. The first of these are Native American/Native Hawaiian Museum Services Grant, which provide opportunities to sustain heritage, culture, and knowledge through strengthened activities in areas such as exhibitions, educational services and programming, professional development, and collections stewardship among federally recognized tribes, Native Hawaiian organizations, and certain Alaska Native villages and corporations. The deadline for applications this year is December 1, 2014. Grant requests may range from \$5,000 to \$50,000, for projects scheduled to last up to two years. No cost share is required.

Museum Grants for African American History and Culture support projects that improve the operations, care of collections, and development of professional management at African American museums. The deadline for applications this year is December 1, 2014. Grant requests may range from \$5,000 to \$150,000 for projects lasting up to two years. For projects of \$5,000-25,000, no cost share is permitted. For projects requesting \$25,001-150,000, a 1:1 cost share is required, meaning that for every dollar requested from IMLS, the applicant must provide at least one dollar in staff or volunteer time, cash, or third-party in kind. We highly recommend participating in the AAHC Webinar, scheduled for October 21 and talking with an IMLS staff member to learn more about funding levels and cost

share requirements for AAHC. Applicants for AAHC grants must be museums whose primary purpose is African American history and culture or one of the 106 Historically Black Colleges and Universities.

The Sparks! Ignition Grants for Museums program is a special funding opportunity within the IMLS National Leadership Grants for Museums program. These small grants encourage museums to prototype and evaluate specific innovations in the ways they operate and the services they provide. The deadline for applications this year is December 1, 2014. Grant requests may range from \$10,000 to \$25,000 for projects lasting up to one year, and no cost share is required. Applicants for Sparks Ignition grants must be a museum, a professional association that engages in activities designed to advance the well-being of museums and the museum profession, or an institution of higher education.

Determining Eligibility					
To be eligible, you must	MFA	NLG	NANH	AAHC	Sparks
Be either a unit of state or local government, or a private nonprofit organization that has tax-exempt status under the Internal Revenue Code;	х	х		х	х
Be located in one of the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands, the Federated States of Micronesia, or the Republic of Palau	Х	х		х	х
Qualify as a museum that a. uses a professional staff; b. is organized on a permanent basis for essentially educational or aesthetic purposes; c. owns or uses tangible objects, either animate or inanimate; d. cares for these objects; AND e. exhibits these objects to the general public on a regular basis through facilities that it owns or operates.  OR Qualify as a public or private nonprofit agency which is responsible for the operation of a museum as defined above	x	(X)		х	(X)

Some of the eligibility requirements for grants are similar, and some vary among programs as summarized on the next two slides. While we hope this will give you enough information to get started on deciding which program is best for you, we encourage you to consult the specific notice of funding opportunity for any program in which you are interested in applying for more detail.

For four of our five grant programs—Museums for America, National Leadership Grants for Museums, Museum Grants for African American History and Culture, and Sparks--your organization must be either a unit of state or local government, or a private nonprofit organization that has tax-exempt status under the Internal Revenue Code.

In addition, for the same five programs, your organization must be located in one of the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands, the Federated States of Micronesia, or the Republic of Palau.

For Museums for America and Museum Grants for African American History and

Culture, your organization must qualify as a "museum." This means you must use a professional staff; you must be organized on a permanent basis for essentially educational or aesthetic purposes; you must own or use tangible objects, either animate or inanimate; you must care for these objects; and you must exhibit these objects to the general public on a regular basis through facilities that you own or operate. Alternatively, and reflecting a different governance structure, your organization may be eligible if you are a public or private nonprofit agency that is responsible for the operation of a museum that fits these criteria.

You'll see that there are Xs in parentheses under National Leadership Grants and Sparks. Applicants to either of these programs are eligible to apply if they meet these criteria as a museum, but there are additional options for these two programs.

Determining Eligibility					
To be eligible, you must	MFA	NLG	NANH	AAHC	Sparks
Qualify as a museum as defined above, OR as an organization or association that engages in activities designed to advance the wellbeing of museums and the museum profession, OR as an institution of higher education, including public and nonprofit universities		х			х
Be a museum whose primary purpose is African American life, art, history, and/or culture; OR  A museum service organization or association whose primary purpose is to support museums with a primary purpose of African American life, art, history, and/or culture; OR  An Historically Black College or University				x	
Be a federally recognized Indian tribe, OR An Alaskan Native village or corporation, OR A non-profit organization that primarily serves and represents Native Hawaiians			х		

If your organization is one that engages in activities designed to advance the well-being of museums and the museum profession, OR is an institution of higher education, including public and nonprofit universities, then you are also eligible to apply for National Leadership Grants for Museums or Sparks.

To be eligible to apply for Museum Grants for African American History and Culture, your organization must be a museum whose primary purpose is African American life, art, history, and/or culture, OR

A museum service organization or association whose primary purpose is to support museums with a primary purpose of African American life, art, history, and/or culture, OR

An Historically Black College or University.

To be eligible to apply for a Native American/Native Hawaiian Museum Services Program grant, you must be a federally recognized Indian tribe, an Alaskan Native village or corporation, or an organization that primarily services and represents Native Hawaiians.

Once again, because the details of eligibility vary in detail, we strongly encourage you

to consult the specific notice of funding opportunity for any program to which you are interested in applying and to call an IMLS staff member to discuss your particular situation at the beginning of the process of crafting an application.

### **Determining Eligibility**

### You are not eligible to apply if you are:

- A federally funded institution
- A for-profit organization
- An individual
- A foreign country or organization

IMPORTANT: If you are a non-eligible institution, we encourage you to apply through a partnership with an eligible institution.

For all IMLS museum grant programs, your organization is not eligible to apply if you are a federally funded institution, a for-profit organization, an individual, or a foreign country or organization.

However, and this is important, even if you are a non-eligible institution, we encourage you to consider applying through a partnership with an eligible institution. It is the official applicant who may become a grantee who must meet all the eligibility criteria. Once again, if you have questions about this, please contact an IMLS staff member to discuss it further.



To find more information to help you create a competitive proposal, the best place to go is our website.

At the top of our home page on the left is a tab marked GRANT APPLICANTS, and on the right are search functions providing opportunities to FIND AVAILABLE GRANTS and SEARCH AWARDED GRANTS.

We recommend spending some time exploring each of the SEARCH functions. Through them, you'll be able to search grant programs and deadlines by name, by eligible institution type, and by project type. You'll also be able to access summaries of projects we have funded in the recent past. Using a key word search might help you find examples of approaches that have been successful in the past.



Clicking on GRANT APPLICANTS brings you to this page, which is a great place from which to connect to sample applications, resources about evaluation, reviewer materials, and program notices of funding opportunity.

Finding Information: Available Grants by Grant Name				
Acaditable Granta  • By Grant Marine  • By Crant Marine  • By Crant Marine  • By Crant Marine  Elegate Concern  Statem A coloration  Granta and  Nation of Fusion  Coccondition  Annual Marine  Annual Ma	Grant Applicants  Available Grants - by Grant Name  Available Grants - 2  Program Name  Application Deadline  Conservation Assessment Program  Program Types  Application Deadline  Conservation Assessment Program  Institutions Hateronia Bouney, East or Local Government, Museum  December 1  Grants to State Liberary Administrative Agencies  Project Types: Propolation-based grants to State Library Administrative  Institutions: State Library Administrative Agency  April 2  Laura Bush 21st Century Librarian Program  Project Types: Community Engagement, Formal Education, Informal Library Administrative Agency  April 2  Laura Bush 21st Century Librarian Program  April 2  Laura Bush 21st Century Librarian Program  Amentationses: Arrivers, Federaly Recognized Development Continuing Education, Research  Research  Assessment, Federaly Recognized Development Continuing Education, Research  Administrationse, Arrivers, Federaly Recognized Development Continuing Education  Research  Assessment Program  Proder Types: Continuing Education, State Library  Administration Agency Base or Lound Covernment, Public or Private  Non-port Types: Continuing Education, Museum  Proder Types: Continuing Education, Museum  December 15  Museums Categories  Museums Categories  Museums Categories  December 1  December 1	Search out enrolled of grants wanted by the institution. Seaton Coord  Visit out Subsection Place to the confidence of the coord of the coord amount of the coord amoun		
http://	www.imls.gov/applicants/	/name.aspx		

Clicking on any link in the listing of available grants by grant name takes you to the specific requirements and instructions for each funding program.



You also have the option to search by any of several criteria by going to View Available Grants.

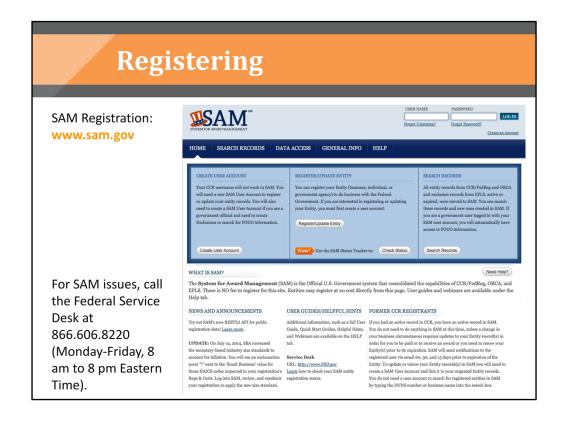
Finding Information: Notice of Funding Opportunity				
Muse Grant grant	Crart Robusts Cast Respects State Pol	NA Contact Us Shar	search 000 to so	
Esphills Criteria Sample Application Grants agy	Federal Awarding Agency:	Funding Opportunity Institute of Museum	nd Library Services	
Notice of Fundi Opportunities - Forms	Funding Opportunity Title: Announcement Type:	Museums for Americ Notice of Funding Op		
After You Apply Outcome Bases Existation	Funding Opportunity Number:	MFA-FY15		
	Catalog of Federal Financial Assistance (CFDA) Number:	45.301		
	Due Date:	Submit through Gran Time on December 1	s.gov by 11:59 p.m. U.S. Eastern 2014	
	Anticipated Date of Notification of Award Decisions:	September, 2015 (su IMLS discretion)	eject to the availability of funds and	
	Beginning Date of Period of Performance:	Not earlier than Octo	per 1, 2015	
	Equal Opportunity  Bit E-Monde programs do not discominate on service size of the discominate on service and service of the control of the co	or information, write to of Library Services, 150/16-0602.  Its?  that strengthen the life,  sould MFA  key goal identified in an at thorough understanding  ist of a set of legical,  ist of a set of legical,  interesting the services is to legical  the measurable results to  complete the services is to legical  in the deep services is to legical  in the deep services is to legical  to the deep services is to legical  to the through the services is to legical  to the through the services is to legical  to the through the services is to legical  to the services is to legical  to the services is to legical  to the services is to legical  the services is the services  the services is to legical  the services is the services  the s	errelated activities tied directly to at tie directly to the need or challenge is libraries and museums to advance wide leadership through research, title a nation of learners. As stewards	

For each grant program, the Notice of Funding Opportunity provides detailed instructions, access to required forms, and links to helpful resources designed to assist you in developing your application. For example, this slide illustrates the Museums for America Notice of Funding Opportunity.



At this juncture, we want to draw your attention to three registration requirements—DUNS, SAM.gov, and Grants.gov. Unless your registrations are complete and up to date, you will not be able to submit an application or receive an award. If you're starting from scratch, it's important to know that you must do these in sequence.

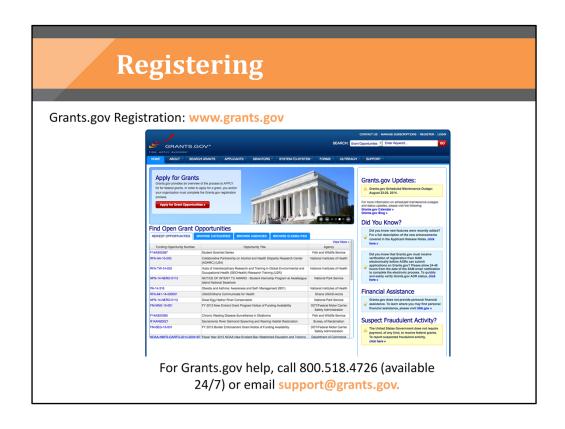
First, you must have a DUNS number. Dun & Bradstreet (D&B) provides this unique ninedigit identification number FREE for all businesses required to register with the Federal government for contracts or grants.



Second is SAM—which stands for System for Award Management.

Registering with SAM is also FREE. It can be time consuming, and different from DUNS in that you must renew your registration each year to make it ACTIVE. Because SAM.gov registrations vary in their expiration dates, check your status early on and take action to ensure you are registered and your registration is ACTIVE. Your SAM registration must be active throughout the entire process of application and review, and it must be active throughout the grant period if you are awarded a grant.

Begin with the website, and use the FAQs to research questions. If you have further SAM issues call the Federal Service Desk at 866-606-8220 (M- F, 8 a.m. to 8 p.m. EST).



The third place you must be registered is Grants.gov, the portal through which all applications for IMLS grants must be made. To register, you must have an active SAM.gov status, and of course, a DUNS number. The Grants.gov website is extensive, and their help capabilities are numerous and well-staffed. Begin with the website and its FAQs, but if you need additional help you may call their help line, which is available 24/7, or email them at support@grants.gov.

### **Summary**

- 1. IMLS's vision, mission and strategic plan are at the core of its grant-making.
- 2. Funding programs and opportunities include two technical assistance programs (CAP, MAP) and five grant programs: Museums for America, National Leadership Grants for Museums, Native American/Native Hawaiian Museum Services Grants, Museum Grants for African American History and Culture, and Sparks!

This brings us to the end of the information we set out to share with you in this webinar, but let's take a minute to summarize what we hope you will take away.

First, IMLS's vision, mission and strategic plan are at the core of its grant-making. You would be well-served to consider these in thinking about your project for which you will be seeking IMLS support.

IMLS funding programs and opportunities include two technical assistance programs (CAP, MAP) and five grant programs: Museums for America, National Leadership Grants for Museums, Native American/Native Hawaiian Museum Services Grants, Museum Grants for African American History and Culture, and Sparks!

## **Summary**

- 4. Each grant program has its own set of eligibility requirements.
- 5. Helpful information, contacts, and notices of funding opportunities are on the IMLS website, www.imls.gov.
- 6. It is very important to get a DUNS number and to register early with SAM.gov and Grants.gov.
- 7. Be sure to participate in the webinars for each program to which you may apply.

- 4. Each of these has its own set of eligibility requirements, and you should consider these early on in the process of choosing a grant program.
- 5. Next, helpful information, contacts, and notices of funding opportunities are on the IMLS website, www.imls.gov.
- 6. It is very important to get a DUNS number and to register early with SAM.gov and Grants.gov.
- 7. And lastly, be sure to participate in the webinars for each program to which you may apply.

#### **Learning More Upcoming Webinars IMLS Staff Contacts National Leadership Grants for** Connie Bodner Reagan Moore cbodner@imls.gov rmoore@imls.gov Museums 202.653.4636 202.653.4637 October 15, 3-4 pm Eastern Time Jill Connors-Joyner Sandra Narva Sparks! Ignition Grants for Museums jconnors-joyner@imls.gov snarva@imls.gov October 16, 1-2 pm Eastern Time 202.653.4791 202.653.4634 **Museums for America** Mark Feitl Mary Sellers October 16, 3-4 pm Eastern Time mfeitl@imls.gov msellers@imls.gov 202.653.4635 202.653.4689 **Museum Grants for African American** Sarah Glass Steve Shwartzman **History & Culture** sglass@imls.gov sshwartzman@imls.gov October 21, 3-4 pm Eastern Time 202.653.4652 202.653.4641 Native American/Native Hawaiian Mark Isaksen Helen Wechsler **Museum Services Grants** hwechsler@imls.gov misaksen@imls.gov October 22, 3-4 pm Eastern Time 202.653.4667 202.653.4779

In closing, here are ways to learn more about IMLS funding programs. On the left is a list of the dates and times for the more detailed, live program-specific webinars. If you are not able to join us for one or more of these, please know that each will be recorded and made available on imls.gov for downloading and viewing at your convenience. On the right are the names, emails, and direct phone numbers of the IMLS Office of Museum Services staff, who will be more than happy to talk with you about your project and application.

Thank you for joining us today, and thank you for your interest in the Institute of Museum and Library Services.

